

DISTRICT OF COLUMBIA  
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ALCOHOLIC BEVERAGE CONTROL BOARD  
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MEETING

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IN THE MATTER OF:

James S. Martens	*
For: Taste of D.C.	*
Event: Calling All Weekend Warriors	*
One Day License Glass G	*
Request for Temporary License	*
Event Date: 10/02/15-10/04/15	*
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September 17, 2015

The Alcoholic Beverage Control Board  
met in Alcoholic Beverage Control Hearing Room,  
Reeves Building, 2000 14th Street N.W.,  
Washington, D.C., Chairperson Ruthanne Miller  
presiding.

PRESENT:

RUTHANNE MILLER, Chairperson  
MICHAEL SILVERSTEIN, Member  
HECTOR RODRIGUEZ, Member  
JAMES SHORT, Member

ALSO PRESENT:

Abyie Ghenene, Investigator, ABRA  
Vernon Leftwich, Investigator, ABRA  
Steuart Martens

1 P-R-O-C-E-E-D-I-N-G-S

2 (10:41 a.m.)

3 MEMBER SILVERSTEIN: I'm sorry, please  
4 speak a little louder into the mic.

5 MR. MARTENS: The main reason we're  
6 doing a pre-event party and we're calling it  
7 Taste Tailgate is because we're having an event  
8 for food trucks.

9 Primarily, we have an issue with food  
10 trucks being on Pennsylvania Avenue because of  
11 the large propane tanks they carry and they  
12 clearly don't like those next to federal  
13 buildings.

14 MEMBER SILVERSTEIN: Right.

15 CHAIR MILLER: So one of the primary  
16 reasons for doing this is we can do a food truck  
17 event, and it's a pre-event marketing to really  
18 get a lot of people to come out to Taste of D.C.  
19 the next weekend.

20 So we've worked with the NoMa Bid and  
21 secured Storey Park, and we're doing a taste  
22 tailgate which is taking all of the food trucks,

1 they are each making a \$3, you know, tailgate-  
2 focused bite of food, so you can go around to  
3 each of the food trucks and then we've got  
4 college football and NFL football games and a lot  
5 of thematic tailgate activation.

6 So State Farm comes out, Geico comes  
7 out, and they all have activations involving  
8 tailgating, and that's really the whole theme of  
9 the event and the food trucks are the ones  
10 serving the food.

11 On the alcohol side of things, it's a  
12 very slimmed down version of what we do at Taste  
13 of D.C. There is one point of service for a main  
14 bar where you can get soda, water, juice, a beer,  
15 I think we're doing Bud Light, and then a wine  
16 pour, and then we have three small tents that are  
17 going to have craft local beers available for  
18 people that want to sample local beer.

19 So mainly for a lot of the people that  
20 are out of town and come to D.C. and haven't  
21 tried D.C. Brau, it'll be there.

22 CHAIR MILLER: So do you use the same

1 people for checking IDs and stuff that you used  
2 for your other events?

3 MR. MARTENS: Yes, ma'am.

4 CHAIR MILLER: Okay.

5 MR. MARTENS: Same company, MASSIVE  
6 Entertainment.

7 CHAIR MILLER: How many food trucks  
8 are going to be there?

9 MR. MARTENS: We're going to do about  
10 20.

11 CHAIR MILLER: Twenty, okay.

12 MEMBER SHORT: Now you know with  
13 propane downtown around federal buildings, we are  
14 very careful about propane anywhere, so the D.C.  
15 Fire Department has already given you the stamp  
16 of approval also?

17 MR. MARTENS: Correct.

18 MEMBER SHORT: Okay.

19 MR. MARTENS: For Taste Tailgate. So  
20 Taste Tailgate a little different, we're working  
21 with Fire to do, they do these propane permits on  
22 their own.

1 MEMBER SHORT: Yes

2 MR. MARTENS: So they have to actually  
3 go secure that on their own accord with D.C. Fire  
4 then they need to present that to us three days  
5 prior to coming, so --

6 MEMBER SHORT: I'm very familiar with  
7 the process and thank you -- As long as all your  
8 vendors are compliant with that then you won't  
9 have any problems.

10 MR. MARTENS: Absolutely.

11 MEMBER SHORT: Okay.

12 CHAIR MILLER: And is this a new  
13 event?

14 MR. MARTENS: It is.

15 CHAIR MILLER: Okay.

16 MR. MARTENS: We've done some pre-  
17 events for Taste of D.C. before, but this is the  
18 first time we have launched this.

19 CHAIR MILLER: Do we have a map, is  
20 that this?

21 MALE PARTICIPANT: No.

22 CHAIR MILLER: Okay, and then --

1                   MEMBER SHORT: That's the old  
2 Trailways bus station terminal, correct?

3                   MR. MARTENS: Yes, sir.

4                   CHAIR MILLER: What's your security  
5 for this?

6                   MR. MARTENS: MASSIVE Entertainment.

7                   CHAIR MILLER: Oh.

8                   MR. MARTENS: And as you can see on  
9 the map indicated with blue stars is where  
10 security is going to be stationed.

11                  CHAIR MILLER: Okay. And how many?

12                  MR. MARTENS: Right now you'll see  
13 we've got seven at the front, one by the stage,  
14 one at each point of service where there is  
15 alcohol, then one at the back of the venue.

16                  There is trash services just so we can  
17 get eyes in the back.

18                  CHAIR MILLER: Okay.

19                  MR. MARTENS: And in addition to that  
20 we have some TIPS managers, they also have one  
21 supervisor on site from the security firm.

22                  CHAIR MILLER: Okay, good. Any other

1 questions you have for him?

2 MEMBER SHORT: Yes. Back up to the  
3 railroad, so I know you have cautions, what kind  
4 of fencing and all do you have between the  
5 railroad and the Metro and your site?

6 MR. MARTENS: So the railroad is  
7 actually elevated, so it's about 30 feet up.

8 MEMBER SHORT: Okay.

9 MR. MARTENS: So, in fact, it's a  
10 concrete barrier not going anywhere.

11 MEMBER SHORT: Right.

12 CHAIR MILLER: Oh, good.

13 MR. MARTENS: And then above the  
14 platform there is a fence.

15 MEMBER SHORT: Good.

16 MR. MARTENS: Now if somebody were to  
17 scale that wall --

18 MEMBER SHORT: I had to ask, I had to  
19 ask.

20 MR. MARTENS: You'd have to work very  
21 hard to get up there.

22 CHAIR MILLER: Okay. Now, Mr.

1 Ghenene, or --

2 INVESTIGATOR GHENENE: Question from  
3 Mr. Leftwich.

4 INVESTIGATOR LEFTWICH: Is there an  
5 age requirement for this event?

6 MR. MARTENS: Taste Tailgate, just  
7 like Taste of D.C., is it's not a 21-plus event.  
8 It's more designed to be a family-friendly event.  
9 So same precautions as with Taste, 3-point ID  
10 check. So if somebody, you know, mainly for what  
11 we see at this event it's if somebody is under 21  
12 they are in a stroller. A lot of young families  
13 is really what our audience is. But, again, if  
14 somebody doesn't have a handstamp they don't  
15 drink.

16 MEMBER SHORT: They don't drink, okay.

17 CHAIR MILLER: Okay. Any other  
18 questions, concerns?

19 MR. MARTENS: And just to be clear --

20 CHAIR MILLER: Yes?

21 MR. MARTENS: -- one thing we have  
22 always done in the past, we change our stamps



1 every year and our stamps are mirrored so they  
2 have writing on them so that way if somebody were  
3 to try to transpose them it's not possible. And  
4 the other thing is we use an ink that is  
5 basically once it goes on your skin it can't be  
6 transferred either. So you're not going to be  
7 able to lick your hand and do all that.

8 MEMBER SHORT: Right.

9 MR. MARTENS: And if they did it  
10 wouldn't work.

11 MEMBER RODRIGUEZ: And you're using  
12 the standard cups, the --

13 MR. MARTENS: The same cups, yes, sir.

14 CHAIR MILLER: Okay. Anything else?

15 (No audible response)

16 CHAIR MILLER: All right, then I move  
17 that we approve this event, which is called  
18 Challenging All Weekend Warriors, correct?

19 (No audible response)

20 CHAIR MILLER: Okay.

21 MEMBER SILVERSTEIN: Second.

22 CHAIR MILLER: Mr. Silverstein

1 seconded the motion, all those in favor say aye.

2 (Multiple Ayes)

3 CHAIR MILLER: All those opposed?

4 (No audible response)

5 CHAIR MILLER: All those abstaining?

6 (No audible response)

7 CHAIR MILLER: Okay, motion passes.

8 Let's just sign off on this.

9 (Off the record comments)

10 CHAIR MILLER: Okay, we're going to  
11 sign off the original on both applications.

12 MR. MARTENS: Great. Thank you all.  
13 I appreciate the time.

14 CHAIR MILLER: Don't leave without  
15 them though. Okay, great.

16 MR. MARTENS: Take care everyone.

17 MALE PARTICIPANT: Yes, see you there.

18 MALE PARTICIPANT: Thank you.

19 MEMBER SILVERSTEIN: Cheers.

20 CHAIR MILLER: Thank you, good luck.

21 (Whereupon, the above-entitled matter  
22 went off the record at 10:47 a.m.)

<b>A</b> <b>\$3</b> 3:1 <b>a.m</b> 2:2 10:22 <b>able</b> 9:7 <b>above-entitled</b> 10:21 <b>ABRA</b> 1:19,20 <b>Absolutely</b> 5:10 <b>abstaining</b> 10:5 <b>Abyie</b> 1:19 <b>accord</b> 5:3 <b>activation</b> 3:5 <b>activations</b> 3:7 <b>addition</b> 6:19 <b>age</b> 8:5 <b>alcohol</b> 3:11 6:15 <b>Alcoholic</b> 1:2,12,13 <b>applications</b> 10:11 <b>appreciate</b> 10:13 <b>approval</b> 4:16 <b>approve</b> 9:17 <b>audible</b> 9:15,19 10:4,6 <b>audience</b> 8:13 <b>available</b> 3:17 <b>Avenue</b> 2:10 <b>aye</b> 10:1 <b>Ayes</b> 10:2	<b>called</b> 9:17 <b>calling</b> 1:7 2:6 <b>care</b> 10:16 <b>careful</b> 4:14 <b>carry</b> 2:11 <b>cautions</b> 7:3 <b>CHAIR</b> 2:15 3:22 4:4,7,11 5:12,15 5:19,22 6:4,7,11 6:18,22 7:12,22 8:17,20 9:14,16 9:20,22 10:3,5,7 10:10,14,20 <b>Chairperson</b> 1:14 1:16 <b>Challenging</b> 9:18 <b>change</b> 8:22 <b>check</b> 8:10 <b>checking</b> 4:1 <b>Cheers</b> 10:19 <b>clear</b> 8:19 <b>clearly</b> 2:12 <b>college</b> 3:4 <b>COLUMBIA</b> 1:1 <b>come</b> 2:18 3:20 <b>comes</b> 3:6,6 <b>coming</b> 5:5 <b>comments</b> 10:9 <b>company</b> 4:5 <b>compliant</b> 5:8 <b>concerns</b> 8:18 <b>concrete</b> 7:10 <b>Control</b> 1:2,12,13 <b>correct</b> 4:17 6:2 9:18 <b>craft</b> 3:17 <b>cups</b> 9:12,13	<b>DISTRICT</b> 1:1 <b>doing</b> 2:6,16,21 3:15 <b>downtown</b> 4:13 <b>drink</b> 8:15,16	6:10 7:10 9:6 10:10 <b>good</b> 6:22 7:12,15 10:20 <b>great</b> 10:12,15
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